

658.06
Hd

The ROYAL

VOLUME TEN



STANDARD

NUMBER EIGHT

50 ROYAL GO-GETTERS



L. J. MICHEL
Akron



F. W. HASSETT
Kansas City



E. L. KNOTT
Toledo



H. F. BRAINERD
Hartford



L. E. WHITE
St. Louis



M. C. HULL
Cleveland



J. SCHWARTZ
New York



C. M. PILLOW
Buffalo



J. T. WELLMAN
Louisville



E. G. DODGE
Baltimore



P. W. JONES
Kansas City



C. C. FLAGG
Rockford



K. F. WALKER
Detroit



J. E. GEISSINGER
Oakland



W. B. LARSEN
Chicago



W. B. DERANGO
New York



H. E. BURTON
Boston



D. J. ALLINGHAM
New York



L. F. REYNOLDS
St. Louis



W. F. TEER
Indianapolis



D. B. STARRETT
San Francisco



S. D. WAKEFIELD
Cincinnati



L. E. LEMASTER
New York



B. P. HAMIL
Chicago



G. M. GUEST
New York



A. R. SMITH
Worcester



G. G. RALLS
Los Angeles



J. C. LABORENCE
Chicago



W. H. PEATE
Cleveland



N. SYKES
New York



J. M. ROBERTS
Chicago



H. H. TOMKINSON
Fresno



I. C. BARLOW
Boston



T. M. GLEASON
New York



G. N. WHITE
New York

R. D. ANDRESON
Los Angeles

J. E. GUY
New York

E. M. CONKLIN
New York

H. H. NUNAMAKER
St. Louis

J. F. DACEY
Bridgeport

L. D. TEETERS
Detroit

A. C. WHEELER
Chicago

G. RANNENBERG
New York

M. V. MILLER
Pittsburgh

O. GENTRY
New York

G. J. HOLDER
Cleveland

R. B. GRAY
New York

E. T. BUCKLEY
Boston

D. S. FULLERTON
Los Angeles

These Are the Branch Office Salesmen Who Won Their Machine-A-Day Record in July

The Royal Typewriter Company and the Royal Typewriter are going forward faster today than they ever have before.

That is a broad statement and a big claim, but broad and big as it is, figures bear it out and more than prove its truth.

July business has surpassed every July record in the history of the Company.

This is simply a repetition of what has occurred practically every month in 1925 up to date. January, February, March, April, May, June and July—each of them has exceeded in business the same month of 1924, and almost every one of these is the biggest like period in the history of

the Company. And this, understand, takes into consideration the big war and after-war booms, tremendous government orders and other unusual factors.

Aggressive, progressive methods—straight-from-the-shoulder salesmanship—a good organization behind a good product—all of these have brought about the inevitable result—success which has no parallel in the annals of the typewriter industry.

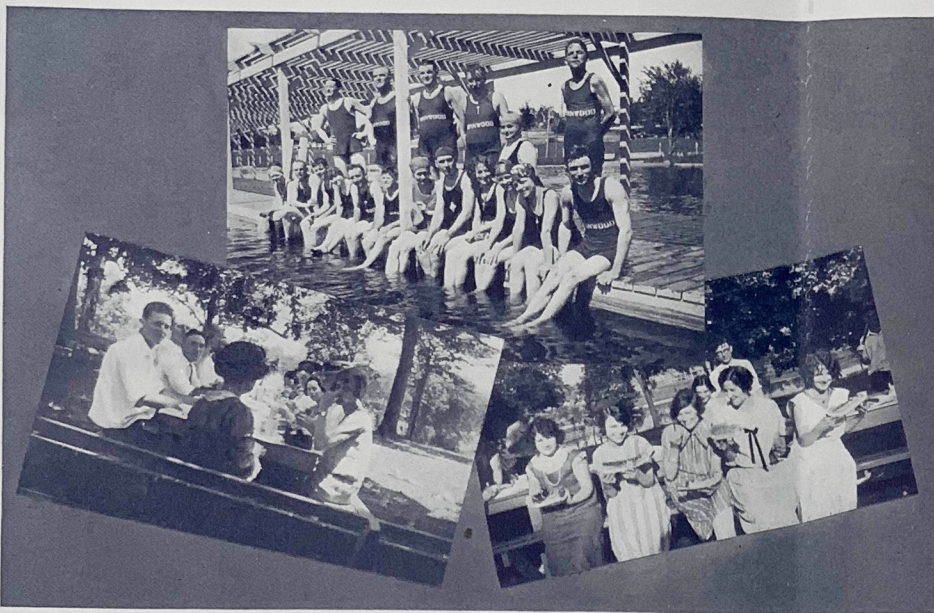
Just look at the pictures of the Royal Go-Getters who have won their M. A. D. records in July, and paid such a great contribution to the latest of our high records. Then consider that determined,

hard-hitting dealer organization in the United States and abroad. You will seek far to find a more loyal, more consistent, more resourceful, more aggressive body of men pushing a product.

We are proud of our organization. We are proud of our typewriter—that is sweeping to the front on a tidal wave of public good will and popularity. We are proud of our factory and the men who make the Royal.

The organization has gathered a tremendous sales momentum which will carry on the Royal Typewriter to a fitting climax in this year of unparalleled Royal success.

KANSAS CITY FORCE ON A SPREE



On June 27th, the Kansas City Office had its annual picnic at Winwood, one of the beautiful spots near the city.

Give a look at this menu of food consumed, and express your opinion of this gang of Western drug store cowboys and cowgirls: fifteen dozen frankfurts, twenty dozen buns, one Virginia ham, potato chips, four gallons of potato salad, olives, pickles, four water melons and twenty gallons of lemonade.

At a large open fireplace near the beach, the weenies were converted

into "hot-dogs" and the ham made palatable. Lunch was the order of the day at two o'clock, and after that races and games took the card. Of course, the jovial Miss Peek won the plump girls' race, and Miss Perk the slender girls'. The bunch played "tunnel," the operation of which Mr. Jones concealed from us, but it must have been *some game*, from the reports.

A baseball game was played between the Sales and Service Departments, but it was called because nobody could count any higher than 98,

which was about the amount of runs each side had—then everybody went in for a swim. In the evening, dancing was indulged in until the wee small hours.

All in all, it must have been a great time, and makes us envious that we were not present.

The pictures show the young ladies consuming the water melons—another, the "bathing beauties," and the third, the bunch indulging in that pleasantest of all pastimes at a picnic—satisfying the inner man.

Society Notes

By the Editor

His Highness, Joseph, Duke of Schwartz, who, by the way, came within a nose of beating Elmer LeMaster for the watch offered by the New York Manager to the best territorial salesman—is on a vacation. Yes, sir! He has engaged the Royal suite aboard the S. S. Brandywine and is now—or was a few days ago—en route to Bermuda. Ever mindful of his business, Joe whispered into the ear of Mr. Robinson before he left: "Say, while I'm there I might be able to pick up an export order for you."

Our rip-roarin', go-gittin' Kansas City Office has another champion for the public eye. It is Mr. F. W. Hassett. Hassett won his go-getter pen by making his second M. A. D.—in the second month in his new territory. The largest order he secured during the month was one for two machines—the rest being single machine orders. He put out over sixty exams and, during the month, made eleven hundred canvass calls. *That's typewriter selling.* Mr. Hassett's method is the best in the world. We wish we had more like him.

Archie Bartlett of Richmond dropped in on us sporting a new haircut or something of the sort. Anyway, his dazzling presence defied our recognition for about a minute before we knew him and hauled him to our bosom. We don't know of anyone more popular in a community than Archie is in Richmond. When people think typewriters down there, they think Archie Bartlett and the Royal—"and there ain't no one else."

Our good friend Patterson of Birmingham also honored the General Offices with his presence—but oh, for so short a time. He was buzzing with more business than you could shake a stick at. Incidentally, we have found that Alex is chuck full of new ideas, and is a wonderful writer. It is publicly insinuated that he bestow some of this rare talent upon the poor, underfed "Standard."

The Sale of Ribbons, Carbon Paper and Supplies to Be Guided by Mr. J. Schillinger

In addition to his present duties as Manager of our Service Organization Mr. J. Schillinger has been given another job of importance.

In the future the General Service Department will handle the sale of Parts and Supplies including Ribbon and Carbon Paper.

Mr. Schillinger believes that we should sell Royal Ribbons and Carbon papers to every Royal customer and he has set this as his goal. We also agree with him on this point and we know that all hands will cooperate with the idea in mind of pushing the "Royal" ahead one more notch.

Mr. Schillinger has already coined a good battle cry:

"USE ROYAL RIBBONS, CARBONS AND SUPPLIES AND COMPARE THE WORK"



Boston Sales Force Enjoys Outing

June and July were banner months for office picnics. Mr. Closson, the Boston Manager, took his entire sales force to Nantasket recently for a real outing.

We haven't many of the details of the outing, but from reports received, know that everyone had a "Royal" good time. That crowd of beaneaters can sure whoop it up when they get loose, by heck.

Our Task

By J. Schillinger, Chief of Service

Each man of the Service Organization is aware of the fact that our Company has produced more than eight hundred thousand Royal typewriters. If we but appreciate the fact that we of the Service Department are responsible for these machines then our task is set forth very plainly.

The vast body of men who have made these Royal typewriters pass a large responsibility on to the Service Organization. These multitudes of Royal customers are given our expert care. You men who handle this product and know it intimately have a certain attachment for it. This also applies to the Royal customer. Our customers have purchased their Royal machines year in and year out and they are therefore one of us. They all belong to the Royal fraternity as well as we do. You men who come in contact with these friends can testify to the above facts.

It is up to us therefore to see that

SERVICE CONTEST FOR JUNE 1925

DIVISION NO. 1

"Philadelphia Wins"

Every man of the Philadelphia Service Department worked with a big goal in mind during June and they managed to win. Mr. Steel, our foreman at that point, has been trying for a long time to bring his Department up to the top. Philadelphia is a "100 per cent." Department, and one that is always out for the big honors.

Before the final figures were complete we were undecided as to whether St. Louis or Philadelphia was to win the top place. However, the winner topped St. Louis by a few points. This does not distract from St. Louis' good record because they made a very good percentage. Six months in which to reach the top, St. Louis.

The third place goes to Chicago. We find it necessary to reserve one of the three places for Mr. Tomek every month. We believe that there will be plenty of competition during the next six months, Chicago. It is up to you to show the crowd a good pace.

Below is a list showing the respective standing of each Department:

- | | |
|-------------------|----------------------|
| 1—Philadelphia 4* | 11—Detroit 6* |
| 2—St. Louis 6* | 12—Cincinnati 4* |
| 3—Chicago 6* | 13—Dallas 3* |
| 4—Indianapolis 4* | 14—New York 2* |
| 5—Minneapolis 5* | 15—Atlanta 5* |
| 6—Louisville 4* | 16—Baltimore 5* |
| 7—Washington 3* | 17—Boston 5* |
| 8—Cleveland 4* | 18—Los Angeles 4* |
| 9—Pittsburgh 5* | 19—Kansas City 5* |
| 10—Buffalo 3* | 20—Portland, Ore. 1* |
| 11—Hartford 5* | 21—San Francisco |
| 12—New Orleans 6* | |

DIVISION NO. 2

"Toledo Wins Top Place"

Mr. Allingham, our Toledo Foreman, has taken a half-year to reach the top, but he is there for June! There were about six Branches near the top, but none could better Toledo's record. Look around while

you are on the top, Mr. Allingham, you might want to visit the place again.

St. Paul came through with a rush for June just in time to earn second place and the six months' bonus. Mr. Sanders, in charge of the Department, started out with a steady pace knowing that a good sprint would bring him over the line a winner.

Due credit and mention is given to Foreman Mackey of our Springfield, Illinois, Service Department for earning third place for June. Keep your aim in the direction of the top and you will get there before the year ends.

Below is a list showing the respective standing of each Department:

- | | |
|-------------------------|---------------------|
| 1—Toledo 2* | 20—Dayton 2* |
| 2—St. Paul 2* | 21—Erie 2* |
| 3—Springfield, Ill. 5* | 22—Des Moines 3* |
| 4—Little Rock 2* | 23—South Bend |
| 5—Grand Rapids 2* | 24—Providence 1* |
| 6—Worcester 3* | 25—Portland, Me. 1* |
| 7—Milwaukee 2* | 26—Fresno 1* |
| 8—Bridgeport 6* | 27—Bangor 2* |
| 9—Springfield, Mass. 4* | 28—Jacksonville 4* |
| 10—Birmingham 6* | 29—Houston 2* |
| 11—Peoria 2* | 30—Newark 4* |
| 12—Denver 1* | 31—Scranton 3* |
| 13—Harrisburg 5* | 32—New Haven 1* |
| 14—Akron 1* | 33—Fort Worth |
| 15—San Antonio 2* | 34—Seattle 1* |
| 16—Youngstown 3* | 35—Oakland 1* |
| 17—Columbus | 36—Memphis 2* |
| 18—Rochester 2* | 37—Evansville |
| 19—Davenport 3* | 38—Fort Wayne 1* |
| 20—Wichita Falls 1* | 39—Duluth 3* |
| 21—Richmond 3* | 40—Johnstown |
| 22—Omaha 2* | 41—Albany 1* |
| | 42—Rockford |

CANADIAN SERVICE DEPARTMENTS

Month of June, 1925

Our Toronto Service Department earned the best percentage during June, with Montreal running second and Ottawa finishing in last place.

Mr. Edwards, our foreman at Toronto, has decided to show the rest of the organization that he can make things hum up in Canada. We know that during the last half of 1925 Canada will respond just like our Departments in the states.

Below is a list showing the respective standing of each Department:

- | | |
|--------------|---------------|
| 1—Toronto 1* | 2—Montreal 1* |
| | 3—Ottawa 3* |

Our Kansas City Service Dept.



our customers receive the best of attention. When you receive a repair call from a Royal customer keep in mind the fact that one of our friends is in need of our expert knowledge. Show the customer that you are on the job ready to service their equipment and in this way help to cement our friendship.

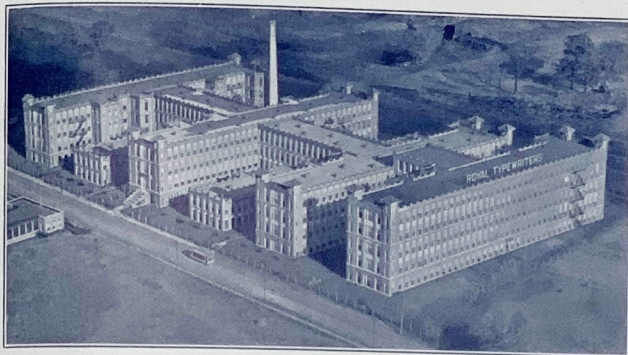
When a new customer is added to our list through the sale of a machine there is no reason in the world why we should not keep this customer. The Royal machine will show its worth and we have but to care for the few repair calls necessary in our customary efficient manner.

Our task will grow each day be-

cause more and more Royal typewriters are being sold. Our responsibility increases, our list of friends will grow each day because the Royal machine is the friend of business. It continues to make friends, it pleases the operator and the boss alike because they realize that they have chosen a master product at a price much below its actual worth.

Eight hundred thousand and over, gentlemen—they are in our keeping. If we please every one of our friends that use these machines think of what we will have done to make the Royal Typewriter Company the leader. Keep our friends friendly—this is our task.

THE FINAL ASSURANCE OF QUALITY— Super-Inspection



Measuring Quality—Testing Quality—
Proving Quality

The title of this article can best be explained by stating we wanted to convey to our readers a thought that would carry the conviction that we do everything possible to secure quality and after we have obtained it, we do not propose to lose it by any carelessness or negligence; we want to prove to our readers we are not only keeping it, but continually improving it.

We are strong believers in that responsibility begins, not with the sale of the product, but with the first part produced in the product, and with every operation and part produced right up to the machine complete, ready for the user. This is a responsibility upon which integrity, prestige and honor are built. To build well, is the first requisite of any organization. Quality is the heart of the organization, without which it can't hope to fulfil its responsibility.

Now, please don't think we are putting an ideal forward, because it sounds well or that it pleases the reader. No, Royal quality must be impregnated in the men who build it, in the materials which are used, in the selling force and in the executives. These are the premises upon which we must stand; a product is only as good as its organization and you can only build well when the organization functions well.

We have our inspectors in the manufacturing departments of our plant who must not let the parts go forward for assembling into the machines unless they are according to set limits and quality. Just imagine all of our typewriter parts being drawn out of stock awaiting their turn to be assembled by well trained, experienced men into the base which at the time it reaches the assembling department, is simply a skeleton or empty base.

Now the scope of work in our assembling department commences with this empty base and is not completed until the finished machine is packed and tied, ready for the shipping case. Hundreds of men are employed daily for this purpose and naturally there is a constant demand for working standards and standardized methods

of performing the hundreds of operations required in building the Royal Typewriter. Of course, our inspectors who check over the machines ready for shipment, are especially trained and taught to do the work well, but unless each man understands to the smallest detail what is required, there will be differences of opinion as to what constitutes the standard required, for all men whether they be inspectors, adjusters or other kind of workers, do not think alike and therefore, their interpretation of what is required may be faulty, one man thinking a little different as to the degree of skill required in testing the standard adjustment, etc.

Realizing how difficult it is to have a large corps of trained skilled men daily checking up over one hundred adjustments, etc., on each Royal

Typewriter, it was necessary for us to organize and install a plan of super-inspection, or inspection of inspected work by a few very high grade, highly skilled, long-experienced men of good judgment, tact and unbiased opinions. Let us tell you how this works out.

In order to maintain accurate standards, we have a Chief Inspection Department, under the supervision of a man peculiarly fitted for this position of responsibility. With years of

Chief Inspector. This man has for the past quarter of a century been in the typewriter manufacturing, the greater part of the time being in the inspection of finished typewriters. From his criticisms, we know the quality of the work that is being produced by the workmen of the plant, how good the assembling, adjusting and inspection is done, and thus we are able to control the various conditions that arise from time to time in our production. He, with

others, constitutes the last court of Quality and their decision cannot be changed because they build on knowledge and facts. To measure Quality, to test Quality, to prove Quality is no mean task. Quality must first be pronounced in these men, and they must know it from the ground up.

The lower photo shows the general office of the Chief Inspector and super or master inspectors.

Quality has been defined as: "That which makes a being or thing such as it is; essential property; a distinguishing element or characteristic; the characteristics of anything, regarded as determining its value, place, worth, grade, rank, position, character, kind, goodness, excellence, etc." That is our responsibility, and it is up to each one of us in the organization to see that we do our part.

From early morning till late at night, Quality is being checked from every angle so that the buyer may be protected in his investment of the Royal Typewriter.

The Governor's Special and The Royal

Late in June and running on into July, the governors of the various states assembled for their annual convention in Maine. The Bangor and Aroostook Railroad made up a special train, consisting of nine cars, to take the governors and their families over their lines to the meeting place.

Some twenty-eight representatives of the press went along with them, and it is to be noted with pleasure that the Royal Typewriter was the official writing machine on the governors' train. Six machines were installed in one of the diners, which was used by the reporters and by the executives in the conduct of their business. The courtesy of the Bangor and Aroostook in getting up and furnishing this train was much appreciated by the governors.

That the Royal was chosen for this famous train is just one more instance of its fast-growing popularity.



Between the Manufacturing Processes and the Girl Who Uses the Easy Writing Royal, There Stands the Final Judge of Quality, the Super Inspector

THE FINE STORE OF ROYAL'S SAGINAW DEALER



We are pleased to reproduce this month two pictures of the store of Messrs. C. C. and H. C. Macomber, who operate the Royal Dealership in Saginaw, Michigan, and the surrounding territory.

This concern has been in business approximately thirty years, dealing in typewriters and supplies. It was one of the first office appliance companies to be established in the territory, and enjoys very high repute.

Mr. C. C. Macomber is the manager, and Mr. H. C. Macomber is in charge of sales. The organization consists of three salesmen, two service men, and a service manager, Mr. Schaffer, former Royal manager in Saginaw.

The Macomers have been very successful with the Royal in their territory. In the thirty years of their

existence as a firm, they have sold all makes of typewriters, and they tell us that they are proud to represent the Royal Typewriter. In their opinion, it is the best machine they have ever had the pleasure of selling.

In connection with their office equipment business, they do public stenographic work of all kinds, court and convention reporting as well as the control of public stenographic service in all the larger hotels of Saginaw. Of course, they boost the Royal all they can in this end of the business, and their energetic propaganda has resulted in a number of sales from this source.

With our business interests in this section of Michigan in the capable hands of the Macomers, we are looking forward to some lively competition for Royal Best Records from this quarter.

DEALER NOTES

Mr. E. B. Benson, our progressive Dealer, at Canton, Ohio, has built himself a beautiful home in one of the choice suburbs of Canton, where this happy family lives in comfort and elegance amid the most agreeable surroundings. Mr. Benson and the Royal typewriter are well known and highly regarded in this prosperous Ohio city.

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Mr. W. E. Davis, Royal Dealer at Sioux City, Iowa, has engaged two capable typewriter salesmen, and from present indications Sioux City is to be more of a Royal town than ever before.

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On June 27th the Will A. Beach Printing Company, Royal Dealers at Sioux Falls, S. D., gave their annual picnic to all employees at Dell Rapids, S. D. Games of all kinds for young and old, races, contests, speeches, songs and wonderful eats were features of the outing. The inimitable Bert Williams did himself proud as a leader of community singing. Some of his speeches presenting trophies to winners of contests were indeed gems of appropriate wit and humor. These annual picnics, especially this last one, are striking evidences of the fine family spirit which prevails in this Organization.

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The Nebraska Typewriter Company, Royal Dealers at Lincoln, have in operation one of the simplest and most accurate system of keeping accounting records that this writer has seen in a typewriter establishment. Our good friends Mac and "Beau" are to be congratulated on this as well as the fine volume of business they secure each month.

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Kansas is a bright spot on the Dealers' Map. The hot July sun blazing down all over the state during the month had no influence over

the Nichols Organization except to send it out after an almost double-quota volume. That's fine, Nick. This Department thanks yourself, Mr. Vincent and your entire Organization for the splendid July volume.

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Austin, Texas, 107 in the shade, but Frank Patty can heave a wicked mashie after 5:30 P. M. The Interior Department should be notified to send forest rangers to stop his destruction of second-growth timber in the remote vicinity of the fairways. Bill Kirchhofer lost one of his socks while recovering his ball from a woodpecker's nest in a telegraph pole in the next county from the golf course.

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To Mr. W. H. Courtenay, Houston, Texas: We enjoyed our visit in Houston, and shall never forget your charming and agreeable fellowship. Of course, Houston will soon have one-half million people and most of them will be using Royals.

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Welcome to Harvey J. Roof of Tampa. We hope you enjoy your short visit at these headquarters and your vacation up-state. Making almost your entire year's quota in July entitles you to a few days recreation. As we understand it, you rather like Tampa.

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Someone in the Sales Department has asked if Galesburg was on a vacation in July or whether it is still on the Dealers' Map. Mr. Misch or Mr. Ginnings, please reply. Any time before August 31st.

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Royal Dealers set a Record for July. Nothing like it in our history. Let us repeat in August.



Dealers Making M. A. D. for June

Mrs. S. D. Hendley
J. C. Duell Sales Co.
Mr. J. C. Good
Tulsa Typewriter Co.
Mr. J. E. Gaffaney
Mr. R. G. Nichols
Mr. W. W. Prior
Mr. F. J. Haberle
Mr. H. J. Smith

Dealers' Honor Roll—July

C. R. Allen Co. 2*
W. R. Beach Printing Co. 3*
Border Cities Office Equipment Co.—
Canadian Dealer
Boulder Typewriter Exchange
Brewington Typewriter Exchange 4*
Casper Typewriter Exchange 4*
Roy A. Davis 7*
Daytona Book & Stationery Co. 5*
J. C. Duell Sales Company 7*
C. L. Eicholtz 4*
B. M. Gragg 2*
Graham & Wells 4*
F. J. Haberle 3*
R. G. Nichols 3*
A. G. Packard 4*
E. N. Pattillo 4*
Paxton Typewriter Co. 3*
T. H. Payne Company 3*
W. W. Prior 7*
J. E. Richardson 5*
Rolloson Stationery Co.
H. J. Roof 7*
Russell & Cockrell 2*
Typewriter & Office Supply Co.—
El Paso 4*

Harvey Roof Takes a Vacation

"Bow your tall heads, ye towering skyscrapers. Open a way, ye haughty traffic policemen—for a conquering hero has returned."

Harvey Roof is back in New York City and the Empire State for a few weeks. Surprise of surprises, he is taking a vacation.

You all know Mr. Roof. The Standard has contained many items about him and mentions of the records he has been making in Tampa. Two years ago he took over the Tampa, Florida, territory "cold" as it were, and in that length of time

he has built it up into one of the very best of the company's agencies.

In 1924, Mr. Roof was the star dealer for the entire year, considering percentage of business secured over quota, and in 1925, he bids fair to again capture the honor.

We wish you could all make Mr. Roof's acquaintance. He is one of the most enthusiastic Royal men we have ever had the pleasure of meeting. We shall try and capture for our next issue some of the striking experiences he has had in his territory that prove Royal's clear supremacy. They are mighty interesting and instructive.

One of the finest things about Mr. Roof's winning fight to bring himself to the head of the typewriter business in Tampa is the excellent organization he has built up. While on his vacation, the folks in Tampa will carry on just as though he were there to lead them, and he tells us that in spite of his absence, Royal Sales in his territory will hold up to their present high level.

Mr. Roof is going back to his old stamping ground in upper New York State to visit some of his long-time friends, and will also visit the Royal Factory before he returns to Tampa. We all wish him a very pleasant vacation.



H. J. Roof

New Zealand Has "M. A. D." Pioneer

Mr. Rupert H. Eastman, Head Salesman and Mechanic for Messrs. W. J. Seater & Company, Royal dealers at Wellington, New Zealand, succeeded a few months ago in qualifying for the Royal "Machine-a-Day" Club. W. J. Seater & Company are sub-dealers under our Australasian agents, Messrs. Sydney Pincombe Ltd., of Sydney.

As Mr. Eastman is the first from New Zealand to qualify for "M.A.D." honors, his excellent record is deserving of special mention. Operating in a comparatively small territory, we are convinced that the results he obtained were mainly due to persistent and well directed effort on his part. We take this means of congratulating him and we are sure that his success will spur other New Zealand salesmen on in the hope of attaining the same goal.

Brisbane Manager Visits New York

Mr. E. S. Stack, Manager of the Brisbane Branch office of Messrs. Sydney Pincombe Ltd., Australasian Royal dealers, paid a visit to our New York offices last month. Mr. Stack was en route to England for an extended stay, his firm having granted him a long leave of absence to enable him to completely recuperate from a recent illness.

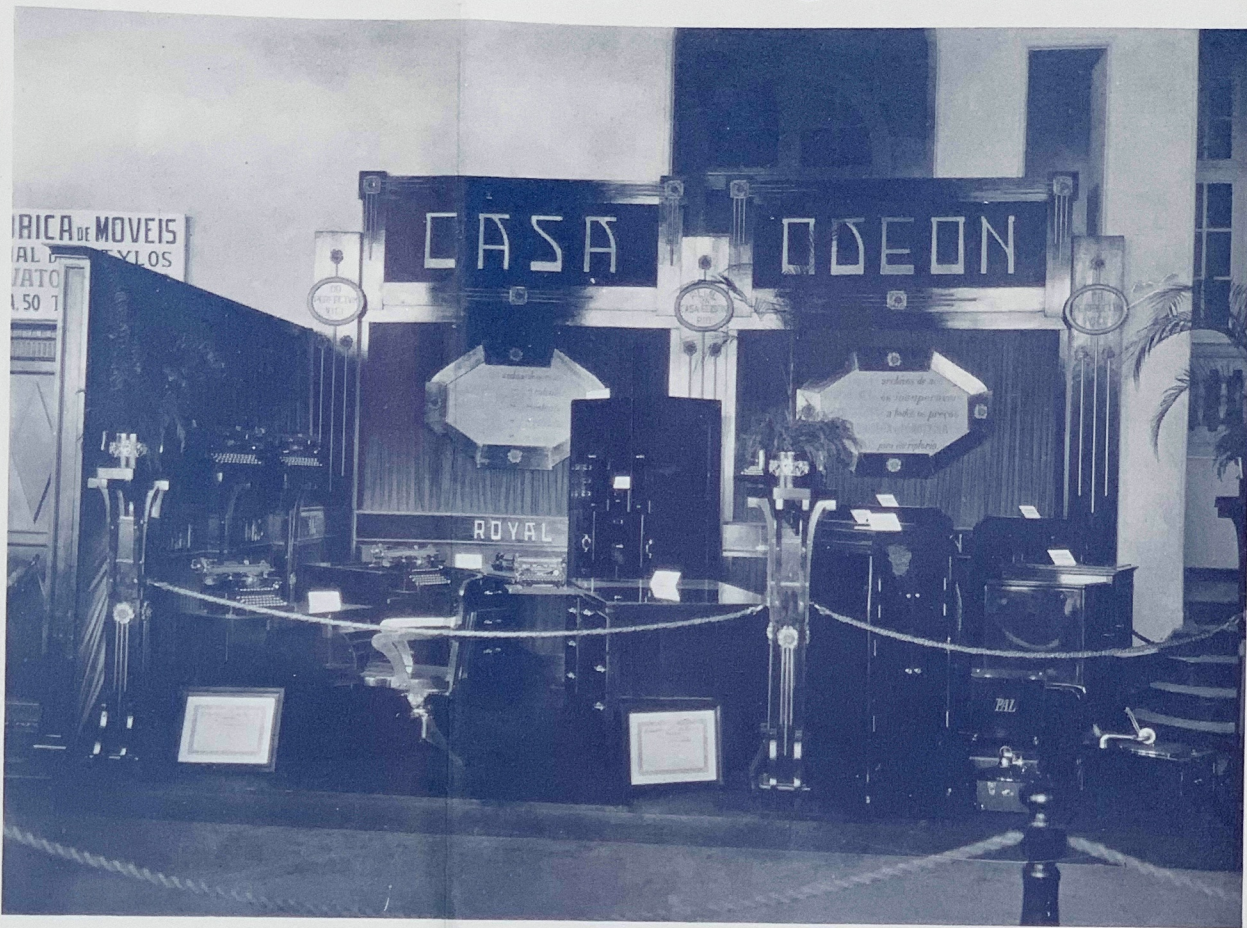
During his brief stay, Mr. Stack managed to make a hurried trip to our Factory, returning the same evening to connect with his steamer for Europe. He left with us the two small photographs reproduced below, showing the Brisbane repair shops and a corner of the office and display room of the branch in that city. Mr. Stack may be seen seated at his desk.

It was a pleasure for all of us to have had this opportunity to become personally acquainted with another member of Mr. Sydney Pincombe's very efficient staff, and it is our sincere hope that upon his return to Brisbane, Mr. Stack will have completely recovered his health, and that he will be able to again take up his work with renewed vigor.



Above—Brisbane Service Dept. Below—Mr. Stack's Office

Casa Odeon Making Rapid Progress in Sao Paulo



Some of our readers will likely recall that in the last November issue of the Royal Standard, we had the pleasure of introducing an outline of the organization of our dealer in Rio de Janeiro, Mr. Fred Figner, operating in that city under the firm name of Casa Edison.

Aside from the principal house in Rio de Janeiro, the largest and most progressive unit of our dealer's organization is that in the city of Sao Paulo. In this city, Mr. Figner maintains a branch which functions under the name of Casa Odeon, Mr. Ernesto Steiner acting as Branch Manager. This branch house has

jurisdiction over Royal sales in the state of Sao Paulo and the surrounding territory.

From a small beginning, this branch has gradually and firmly built up their business to such an extent that the Royal typewriter is today gaining wide popularity in ever increasing strides. This much sought for result has been brought about only through the combined effort of every individual in the organization, which embraces a well equipped repair shop and a mechanical organization second to none in that city.

What we believe to be one of the most effective means of promoting sales in the state of Sao Paulo is evidenced by the special attention that has been devoted to the development of school business. On January 12 of this year, Casa Odeon inaugurated a "ROYAL SCHOOL" in the flourishing city of Ribeirao Preto, situated in the northern part of the state. Recognizing the important advantages to be derived from the establishment of such schools, our friends have opened a considerable number of them in the various cities. Three of them are functioning in the city of Sao Paulo and one in each of the cities of Taubate, Taquaritinga, Limeira, Rio Claro and Guazupe. Needless to say, this excellent work is sure to produce gratifying results.

Another evidence of the progressive policies of this branch is shown in the illustration above. It is a view of their impressive exhibit at the Industrial and Agricultural Exposition that was very recently held in Sao Paulo. The management at Sao Paulo is certainly to be complimented for the neat and attractive arrangement of this exhibit, in which the Royal typewriter figured prominently.

The photograph reproduced directly above gives us a view of the



entrance to their premises, located at Rua S. Bento 62 on one of Sao Paulo's most prominent business thoroughfares. A part of the Royal window display may be seen to the right of the entrance.

The well-defined policies and aggressive methods of Mr. Fred Figner's Brazilian organization as a whole makes it certain that his Sao Paulo branch house will continue indefinitely the good work they have so well begun.

MACHINE-A-DAY CLUB FOR JUNE

With seven new members, and a good number of repeaters, the Machine-A-Day Club made an excellent showing in July. We are listing all the members, both in the branches, Dealers' Department and Foreign Department. We are listing the entire membership, the asterisks as usual indicating the members who have made the club in the present month, and the number beside each name indicating the number of repeats credited to him.

NEW MEMBERS

D. S. FULLERTON
Los Angeles

E. T. BUCKLEY
Boston

G. J. HOLDER
Cleveland

C. C. FLAGG
Rockford

E. M. CONKLIN
New York

O. GENTRY
New York

R. B. GRAY
New York

AKRON

L. J. Michel 6*

ATLANTA

C. C. Crawford

S. N. Malone

J. W. Mann

BALTIMORE

E. G. Dodge 21*

P. F. Hamsch

J. A. Jean

J. C. O'Keefe

BANGOR

H. W. Boshan

BIRMINGHAM

A. Patterson

BOSTON

D. R. Austin

I. C. Barlow 7*

E. T. Buckley

H. E. Burton 19*

F. I. Crocker

F. J. Edwards

G. H. Palmer

C. W. Putney

B. W. Simpson

BRIDGEPORT

J. F. Dacey 2*

BUFFALO

George Hauptman

W. W. Hodgson

C. M. Pillow 10*

W. F. Wegener

CHICAGO

A. G. Freeberg

R. C. Goldblatt

B. P. Hamill 16*

R. F. Hoyt

E. H. Johnson

J. C. LaBorence 15*

W. B. Larsen 17*

H. D. McCann

H. Nuhn

A. J. Redding

J. M. Roberts 23*

A. C. Wheeler 5*

L. E. Wilson

CINCINNATI

S. D. Wakefield 14*

CLEVELAND

G. J. Holder

M. C. Hull 16*

E. H. Krall

W. H. Peate 3*

W. C. Rodgers

COLUMBUS

L. V. Bell

G. C. Kinnamon

DALLAS

A. C. Reed

DAVENPORT

G. D. Lawless

DAYTON

O. P. Gilmore

DENVER

W. H. Mitchell

DES MOINES

P. S. Jones

DETROIT

C. Bailey

C. W. Knox

E. L. Owen

L. D. Teeters 11*

K. F. Walker 4*

O. T. Wheaton

ERIE

C. V. House

FORT WAYNE

John Shea, Jr.

FORT WORTH

P. H. Billman

FRESNO

E. H. Tomkinson 12*

GRAND RAPIDS

E. E. Jones

C. D. Walker

HARRISBURG

S. H. Lamont

W. C. Whitman

HARTFORD

W. C. Bartley

H. F. Brainerd 32*

J. L. Cook

J. F. Gilligan

HOUSTON

W. H. Courtenay

INDIANAPOLIS

W. S. Orvis

W. F. Teer 14*

JOHNSTOWN

A. E. Hanna

T. M. Patterson

KANSAS CITY

F. W. Hassett 2*

G. P. Johnson

P. W. Jones 30*

LOS ANGELES

R. D. Andreson 2*

D. S. Fullerton

G. G. Ralls 3*

LOUISVILLE

J. T. Wellman 32*

R. S. Williams

MEMPHIS

A. O'Brien

MILWAUKEE

W. A. Partee

MINNEAPOLIS

M. E. Bailey

NEW HAVEN

W. A. Mulligan

NEW ORLEANS

H. J. Calhoun

W. J. Creger

F. Fritchard

NEW YORK

D. J. Allingham 32*

E. M. Conklin *

W. B. DeRango 13*

O. Gentry *

T. M. Gleason 30*

J. L. Goodwin

A. Graf

R. B. Gray *

G. M. Guest 31*

J. E. Guy 11*

I. Kornfeld

L. E. LeMaster 9*

E. J. Matthews

P. Mittenzweig

D. D. Raine

R. Rannenberg 17*

R. C. Robinson

J. Schwartz 20*

N. Sykes 4*

G. N. White 24*

OAKLAND

J. E. Geissinger 5*

PHILADELPHIA

L. A. Dunn

H. K. Goslin

H. C. Pindar

E. V. Sherry

C. F. Tregear

J. W. Turner

PITTSBURGH

A. R. Davis

J. E. Eskey

M. V. Miller 32*

PORTLAND, ME.

W. E. Ayers

PORTLAND, ORE.

H. J. Brown

C. E. Gray

G. D. Roe

C. E. F. Russ

PROVIDENCE

J. H. Alden

E. D. Crandall

J. L. Schora

C. E. Smith

RICHMOND

A. Bartlett

ROCHESTER

G. C. Johnson

ROCKFORD

C. C. Flagg *

SAN ANTONIO

E. M. Bushee

J. T. Jackson

E. C. Philips

SAN FRANCISCO

D. G. Becknell

C. H. Billington

J. C. Deardorff

A. F. Lines

A. W. Morf

P. Pearson

D. B. Starrett 4*

SCRANTON

C. C. Waters

SEATTLE

H. D. Hoyt

SPRINGFIELD, MASS.

L. B. Behan

ST. LOUIS

G. M. Davis

J. H. Kennedy

H. H. Nunamaker 12

L. E. Reynolds 3*

C. D. Sparwasser

L. E. White 11*

ST. PAUL

D. M. Elliott

L. A. Platz

D. D. Snow

TOLEDO

E. L. Knott 6*

WASHINGTON

H. D. Cashman

S. E. Richter

H. L. Rudnick

E. C. Weeks

WICHITA FALLS

J. B. Reighard

WORCESTER

A. R. Smith 13*

Royal Makes Great Strides in Canadian Schools

La Salle Academy Student Wins Royal

We are glad to reproduce a picture of the La Salle Academy department of typewriting, sent to us by our Canadian Company.

This school is doing excellent work in the training of students for the business world. In this field, the training presents a different phase from what it does in the States. Both French and English are used in Canada, and bi-lingual instruction must be arranged.

Mr. Cloutier, the young gentleman shown with the typewriter which he won by his excellent record on the Royal machine, deserves great credit for his splendid accomplishment, as do Mr. Tessier and Mr. Fortin, who won Royal Gold Medals.

We feel sure that so long as the instruction of business methods and Royal Typewriting is in such capable hands as it is at present, we will have to send many more Royal Typewriters and medals to Canadian winners—and they may be assured it is a great pleasure on our part to do so.

During the last three or four years, we have been making a systematic effort to secure school business. In outlining or planning our efforts along this line, we have tried to see this proposition not only from our own standpoint, but also from the standpoint of the school officials. Every member of our organization is thoroughly con-



Mr. Cloutier and His Prize

vinced that the Royal is the best typewriter on the market today. In our present school campaign as well as throughout the entire year, we are trying to prove this to the students, teachers and all school officials. In order to interest the school people, we must show them how they are going to be benefited by installing Royals in their Typewriting Departments. The typewriting teachers have one aim in view, and this is to make their departments a great success. They are, therefore, interested in the typewriter which will best enable them to accomplish this.



Typewriter Department of La Salle Academy

SCHOOL DEPARTMENT

The number of school sales secured by our Branches and Dealers during July show a material gain over the school sales of July, 1924. We appreciate the way in which you have gone after this school business and also the results you have obtained. Bridgeport heads the list for July with 850 per cent. of its quota. Indianapolis is second with 644 per cent. and Springfield, Illinois, is third with 580 per cent. Twenty-four of our offices billed over 100 per cent. of their quotas, and of this number ten billed over 200 per cent.

In our School Sales Contest, Fresno is first, based upon the percentage of school quota secured up to August 1. Louisville is second and Bridgeport is third.

Columbus and Fresno are tied for first place based upon the number of times they have secured 100 per cent. of their school quotas as each one has made over 100 per cent. every month this year, with the exception of January.

Our Dealers made an exceptionally fine showing and they exceeded their July record of last year by over 100 machines. We have just received a report from Mr. Barlow, of our Dealers' Department, in which he

Employment Department

The Employment Reports for July which have been received to date show that fifteen of our District Branches made over 100 per cent. of their quotas under Positions Filled. Atlanta heads the list with 224 per cent. Six made over 100 per cent. of their sales quotas. Kansas City is first with 283 per cent. New York leads all other offices based upon the number of Beginners' placed in positions. Miss Thresher of our St. Louis office made the greatest number of calls during the month.

Our Branches also made a good showing. St. Paul is first with 495 per cent. of its quota under Positions Filled and Houston is second with 220 per cent. Below is the standing of our Branches and District Branches for July:

District	Branches
Positions Filled	16—Pittsburgh
1—Atlanta	17—Buffalo
2—Hartford	18—Cincinnati
3—Indianapolis	Sales
4—Los Angeles	1—Kansas City
5—Kansas City	2—Atlanta
6—St. Louis	3—Portland, Ore.
7—Philadelphia	4—St. Paul
8—Detroit	5—Indianapolis
9—Chicago	6—Chicago
10—Boston	7—Boston
11—Portland, Ore.	8—Philadelphia
12—Cleveland	9—Washington
13—New Orleans	10—Cleveland
14—Louisville	11—Buffalo
15—Washington	12—Detroit
	13—Louisville
Branches	
Positions Filled	9—Portland, Me.
1—St. Paul	10—Milwaukee
2—Houston	11—Newark
3—Denver	12—Columbus
4—Jacksonville	13—Birmingham
5—Peoria	14—Omaha
6—Akron	15—Providence
7—Duluth	16—Rockford
8—Rochester	17—Johnstown

A Pleasant Visit from a Pair of Kings

Damon & Pythias—David & Jonathan—Van & Schenk—the Smith Brothers—and last but not least—Montgomery & Randall—(from our dictionary of famous pairs).

We had a right pleasant visit from two of the finest